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AD AGENCY, NETWORK PRIME TIME PICKS FOR FALL / 15
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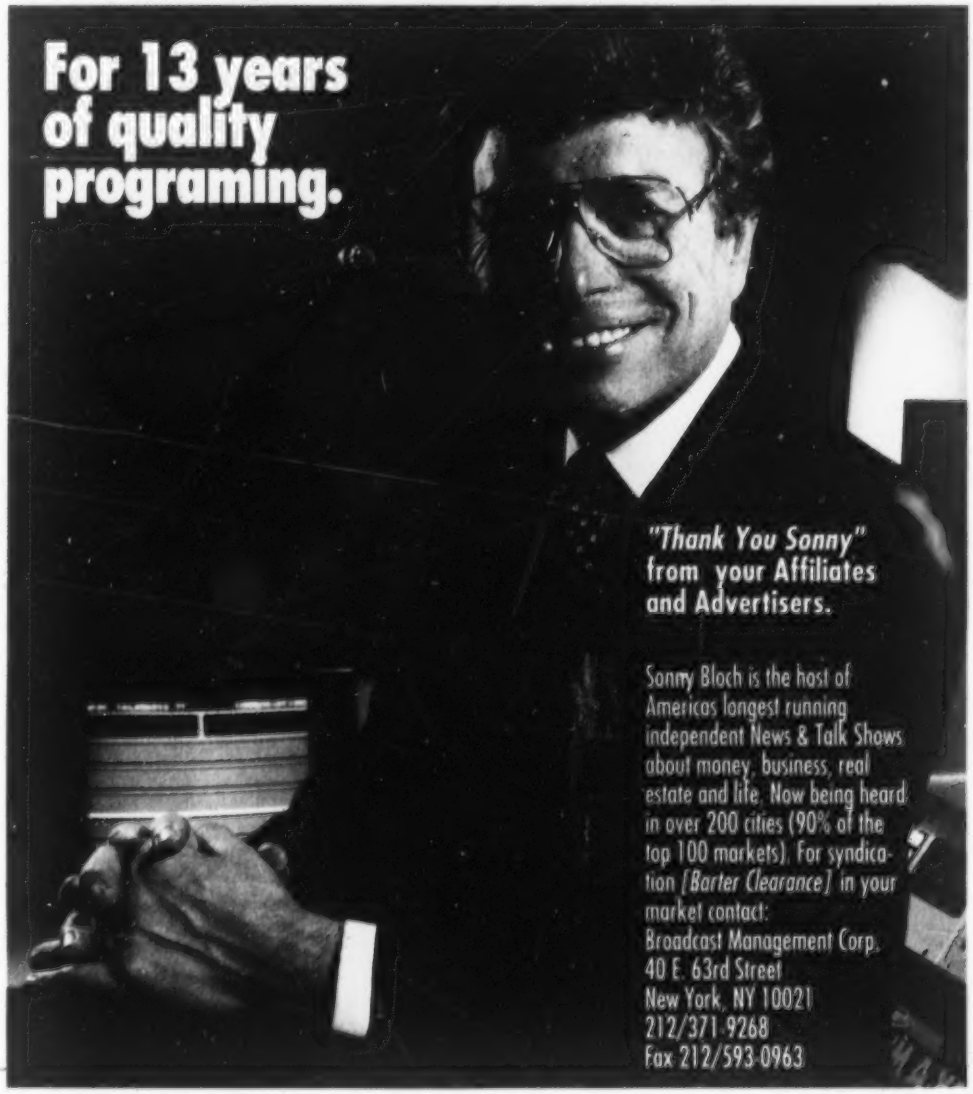
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SPECIAL REPORT
FOOTBALL '92

RADIO RULES: POLITICS OVER PRINCIPLE

By Harry A. Jessell

The pitched battle over the FCC's new radio ownership limits was about far more than just the radio ownership limits.

At stake was nothing less than the heart and soul of the FCC. Convinced that FCC Chairman Alfred Sikes's drive to loosen the ownership restrictions on TV and radio was inspired and encouraged by the White House and its deregulatory-minded Council on Competitiveness, House Energy and Commerce Committee Chairman John Dingell (D-Mich.) vowed to derail the effort. If the FCC was going to succumb to outside influence, it was going to be his.

Blame George Bush for elevating the proceeding to a test of Dingell's sway at the agency. Sikes had made his intention to roll back the structural regulations a cornerstone of his agenda in 1990. But Dingell did not mobilize until Bush declared war on government regulation in his State of the Union address last January and asked executive branch departments and independent agencies like the FCC to refrain from adopting new regulations and look for ways to trim old ones.

Dingell immediately demanded details on meetings Sikes had with White House officials, suggesting the White House was micromanaging the agency and interfering with its "independence." He threatened repeatedly to call Sikes and the other commissioners to the Hill to testify under cath on the suspected administration role.

Dingell's communications aide David Leach told reporters last spring he hears each day from his boss on just two issues: cable legislation and the radio rules.

Ironically, aside from Bush's deregulatory call to arms, the White House apparently lent little support to Sikes. The Commerce Department's National Telecommunications and Information Administration filed comments in

Continued on page 12

This Week

RADIO ROLLBACK / 4

Responding to congressional pressure, the FCC dropped its national radio ownership caps from 30 AM/30 FM to 18/18 last week.

FALL'S HITS / 15

Agency and network handicappers pick CBS's *Hearts Afire* and *Love and War* and ABC's *Hangin' with Mr. Cooper* as hits for the fall, and they predict another CBS win.

NOT JUST FOR KIDS / 21

With a nightly prime time lineup of *The Flintstones*, *The Jetsons* and Warner Bros. fare, The Cartoon Network hopes to attract adult as well as kid viewers when it launches Oct. 1.

RATINGS ALTERNATIVE / 25

Reporting ratings in terms of cume within broad dayparts rather than average quarter hour, and steering clients away from cost-per-point pricing, Strategic Radio Research wants to be the Arbitron alternative.

CABLE OPPOSITES / 27

The appointment of Senator Tim Wirth as a Clinton-Gore campaign co-chairman brings two combatants from opposite sides of the cable reregulation battle—Wirth and Senator Al Gore—together under the same big tent.

CBS's* Hangin' with Mr. Cooper, *regarded as a likely fall hit (p. 15)

CABLE BOND PRICES HOLD / 31

Declining interest rates have encouraged investors to stick with cable bonds in spite of the reregulation threat. While some cable notes were off 10% following House passage of its rereg bill, MSO issues were up last week.

CASH FLOW STRONG IN '91 / 32

The NAB's annual Television Financial Report shows a majority of stations with positive cash flows in 1991, but, with interest expense and non-cash charges figured in, a third had pre-tax losses.

TV ATTRACTS STORE ADS / 34

Department store spending on local TV increased in the first half of 1992, part of a move by retailers to try alternatives to newspaper ads to stimulate sales.

SKYPIX DOWN TO EARTH / 35

Home Shopping Network took SkyPix to court last week, charging the direct-to-home satellite programer with failing to repay a $6.2 million loan.

SPECIAL REPORT: FOOTBALL '92 / 39

Professional and college football teams will receive $1.06 billion in rights fees this season, according to BROADCASTING's annual survey.

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Incorporating The Fifth Estate TELEVISION Broadcasting ■ Cable

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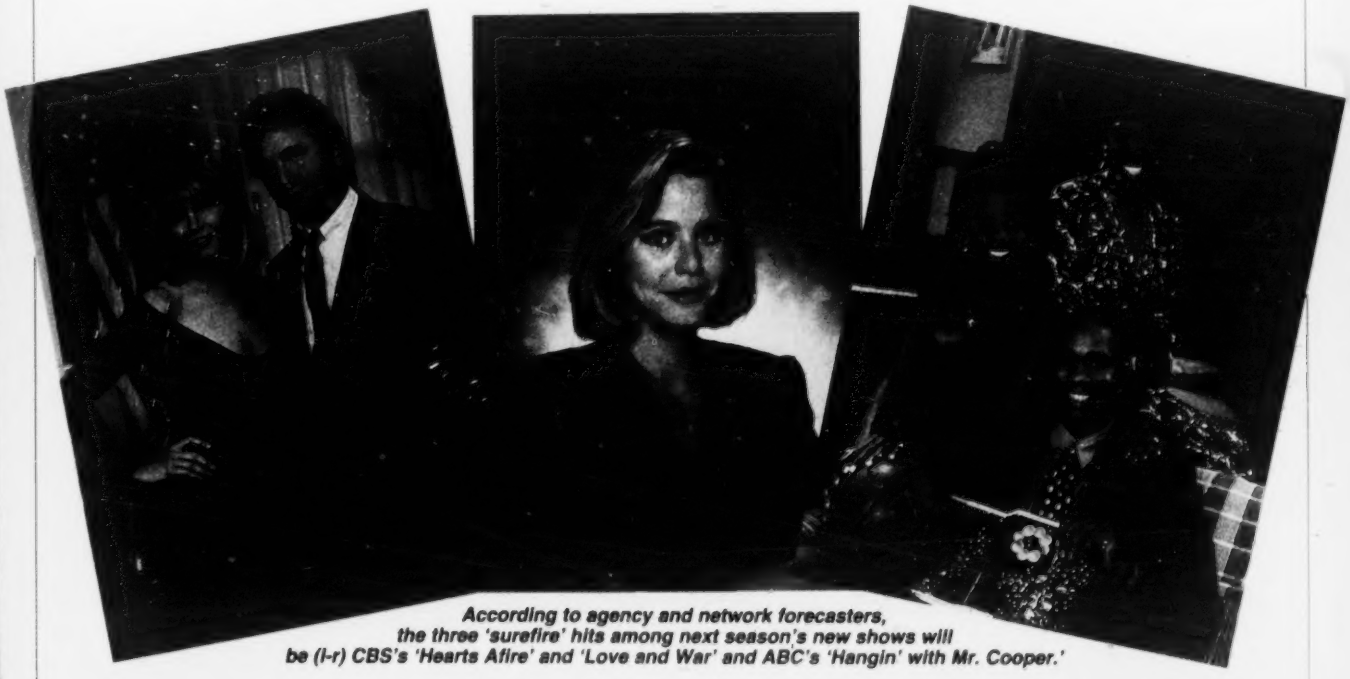

According to agency and network forecasters, the three 'surefire' hits among next season's new shows will be (l-r) CBS's 'Hearts Afire' and 'Love and War' and ABC's 'Hangin' with Mr. Cooper.'

THE HITS, MISSES AND MAYBES FOR FALL

Results of survey of agency and network forecasters obtained by BROADCASTING show six hits among new series with remainder pans and possibles; CBS is everyone's guess for number one, with ABC and NBC too close to call

By Morrie Gelman

The crop of new network shows for fall will yield six hits—three of them "surefire," with the rest divided fairly evenly—among toss-ups and toss-outs. That's according to a consensus of forecasts from about a dozen ad agencies and the network sales departments.

Based on criteria that defined a hit as a show with a 22 share or better, a toss-up as everything between a 21 and 17 share, and a miss as anything below a 17 share (industry standards adjust for Fox to 65% of these levels) new season prognosticators have figured 14 toss-ups and 16 misses among the new shows (see chart, page 16).

Voted most likely to succeed among the 36 new entries to the prime time schedule are ABC's *Hangin' with Mr. Cooper* and CBS's *Love and War* and *Hearts Afire*.

The ABC newcomer, a half-hour comedy about an ex-basketball star turned teacher who lives with two female roommates (a sort of *White Shadow* meets *Three's Company*), is in a virtual can't-miss hammock between *Full House* and *Roseanne*. *Love and War* and *Hearts Afire* are both snuggled into the *Evening Shade*/*Murphy Brown* cocoon of the powerful CBS Monday night lineup. Starring *L.A. Law*'s Susan Dey as the new owner of a bar, *Love and War* is the closest thing to a breakout hit predicted, although there's a three-share-point difference between the 27 forecast by the agencies and the 30-share network consensus. That 30 share would improve on the 27 average achieved by ABC's *Home Improvement*, the only freshman show that was a bona fide hit. And only *60 Minutes* (36) and *Roseanne* (31) of all

Agency Summary

ABC wins	Tues.,Fri.
CBS wins	Mon.,Sun.
NBC wins	Wed.,Thurs.,Sat.
Fox wins	None

Network Summary

ABC wins	Tues.
CBS wins	Mon.,Fri.,Sun.
NBC wins	Wed.,Thurs.,Sat.
Fox wins	None

HANDICAPPING PRIME TIME

Table shows side-by-side agency/network consensus share estimates for individual programs and nightly averages.

New series forecasts have been highlighted— HIT TOSS-UP MISS

		7:00 PM	7:30 PM	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM
MONDAY	ABC 23/25			Young Indiana Jones Paramount 16/16		NFL Monday Night Football ABC Sports 27/30			
	CBS 26/28			Evening Shade MTM/CBS 25/26	**Hearts Afire*** Mozark Prods **25/26**	Murphy Brown Warner Bros 28/30	**Love and War** Shukovsky/English **26/28**	Northern Exposure Universal 26/29	
	NBC 23/23			Fresh Prince NBC Prods 23/23	Blossom Witt Thomas 20/21	NBC Monday Night Movie 23/24			
	FOX 8/9			Fox Night at the Movies 8/9				**No Programing**	
TUESDAY	ABC 24/25			Full House Paramount 25/28	**Hangin' w/Mr.Cooper** Lorimar TV **24/27**	Roseanne Carsey Werner 30/31	Coach Universal 26/27	**Going to Extremes** Lorimar TV **18/19**	
	CBS 21/23			Rescue: 911 CBS Ent./Shapiro Prods 21/22		CBS Tuesday Movie 21/23			
	NBC 17/18			Quantum Leap Universal 16/18		Reasonal Doubts Lorimar TV 17/17		Dateline NBC NBC News 17/18	
	FOX 8/8			**Class of '96** ABC Prods **9/12**		Key West Viacom **6/11**		**No Programing**	
WEDNESDAY	ABC 19/21			Wonder Years New World TV 18/19	Doogie Howser Steven Bochco 19/20	Home Improvement Disney TV 24/26	**Laurie Hill** Disney TV **19/22**	Civil Wars Steven Bochco Prods 16/18	
	CBS 19/21			**The Hat Squad** Cannell Productions **16/18**		In The Heat of The Night MGM Worldwide 18/20		48 Hours CBS News 22/25	
	NBC 21/22			Unsolved Mysteries Cosgrove Meurer Prods 25/27		Seinfeld Castle Rock Ent. 20/21	**Loved By You** Tri-Star TV **19/19**	Law & Order Universal TV 19/20	
	FOX 10/12			**The Heights** Aaron Spelling Prods **9/12**		**Melrose Place** Aaron Spelling Prods **11/13**		**No Programing**	
THURSDAY	ABC 17/17			Delta Universal 14/14	Room for Two Warner Bros 14/14	Homefront Lorimar TV 15/15		Primetime Live ABC News 21/22	
	CBS 18/20			Top Cops CBS Ent./Grosso Jacobson 17/18		Street Stories CBS News 16/19		Knots Landing Lorimar TV 20/22	
	NBC 23/24			A Different World Carsey Werner 23/23	**Rhythm & Blues** Twentieth TV **22/23**	Cheers Paramount 26/27	Wings Paramount 22/23	L.A. Law Twentieth TV 23/24	
	FOX 18/21			The Simpsons Gracie/Twentieth 21/24	**Martin** HBO Ind. Prod **15/18**	Beverly Hills 90210 Aaron Spelling Prods 18/21		**No Programing**	
FRIDAY	ABC 22/23			Family Matters Lorimar TV 24/24	Step by Step Lorimar TV 21/22	Dinosaurs Disney TV 19/20	**Camp Bicknell** ABC Prods **17/19**	20/20 ABC News 25/26	
	CBS 20/24			Golden Palace Witt Thomas 20/23	Major Dad Universal 21/24	Designing Women Columbia 21/24	**Bob** Paramount **21/24**	**Picket Fences** Twentieth TV **17/24**	
	NBC 14/16			Final Appeal Cosgrove Meurer 13/17	What Happened Hearst Ent. 13/17	The Round Table Aaron Spelling Prods 14/15		I'll Fly Away Lorimar TV 15/16	
	FOX 10/12			America's Most Wanted STE Prods 12/14		Sightings Paramount 9/11	Likely Suspects Four Point Ent. 9/10	**No Programing**	
SATURDAY	ABC 15/16			Covington Cross Reeves Ent. Group 13/15		Crossroads Lorimar TV 14/15		The Commish Cannell Prods./ABC Prods 18/19	
	CBS 14/16			Frannie's Turn Carsey Werner 14/15	Brooklyn Bridge Paramount 15/15	Dr. Quinn, Medicine Woman CBS Ent. 13/16		Polish Hill Warner Bros 14/16	
	NBC 21/22			**Here and Now** NBC Prods **20/20**	**Out All Night** NBC Prods **19/20**	Empty Nest Witt Thomas Harris 24/26	Nurses Witt Thomas Harris 22/23	**Sisters** Lorimar TV **19/21**	
	FOX 13/15			Cops Barbour/Langley 14/15	Cops Barbour/Langley 15/16	Code 3 Barbour/Langley 13/14	**The Edge** Tri-Star **10/13**	**No Programing**	
SUNDAY	ABC 19/19	Life Goes On Warner Bros TV 15/16		Funniest Videos Vin DiBona/ABC 20/19	Funniest People Vin DiBona/ABC 19/18	ABC Sunday Night Movie 20/21			
	CBS 27/26	60 Minutes CBS News 34/35		Murder, She Wrote Universal 25/26		CBS Sunday Night Movie 24/26			
	NBC 18/17	Secret Service NBC/Grosso Jacobson 11/12		I Witness Video NBC News 14/15		NBC Sunday Night Movie 20/21			
	FOX 14/18	**Great Scott** Castle Rck **9/12**	**Ben Stiller** HBO Ind. **10/12**	In Living Color Twentieth TV 18/20	Roc HBO Ind. Prods 14/18	Married W/ Children Columbia Pic TV 18/20	Herman's Head Witt Thomas Harris 14/16	Flying Bird Viacom 9/11	Woops Witt Thomas Harris 7/9

prime time series in the 1991-92 season topped a 30-share average.

Hearts Afire stars John Ritter, a proven TV audience draw, playing opposite Markie Post (ex-*Night Court*) as a Washington couple with conflicting political views. Both these highly touted new CBS shows are out of winning stables. *Love and War* is from Diane English and Joel Shukovsky, creators of *Murphy Brown*. The Ritter project comes from the Mozark house of Linda Bloodworth and Harry Thomason, creators of *Designing Women* and *Evening Shade*.

Since program audience forecasting is largely done by committee, there are few if any long-shot players to be found. Following form in program forecasting, new shows going into the most protected time periods are picked as the most likely winners. As in horse racing, program handicappers pay a lot of attention to bloodlines and track records.

The new half-hour *Rhythm & Blues* (about a white disk jockey at an all-black radio station) is embraced by NBC's two Thursday night hits, *A Different World* and *Cheers*. Again, the consensus of executives picking winners and losers at agencies and networks is that it is safe to call this NBC show a likely hit.

The new Fox Broadcasting series picked as the best bet to succeed is *Martin*, strategically placed in a Thursday time period with *The Simpsons* as lead-in. This series, from HBO Independent Productions, stars stand-up comedian Martin Lawrence as a radio talk show host.

The return of sitcom veteran Bob Newhart, this time in a half-hour comedy, *Bob*, playing a comic book artist, is the third CBS contender with "hit" probability, according to the survey. Not only does Newhart carry his own solid credentials, but his show benefits from the Friday night lead-ins of three established series in *Golden Palace*, *Major Dad* and *Designing Women*.

With a predicted strong Friday night as only one of its strengths, CBS, according to agency and network share estimates, will win the season. Consensus forecasts have CBS as the undisputed choice to be the leader in audience shares across the entire 1992-93 prime time schedule of 22 hours each for ABC, CBS and NBC and 16 hours for Fox Broadcasting.

The choice is not so clear when it comes to projecting the second place network. Agency handicappers and forecasters from the networks see a virtual lock between ABC and NBC, projecting an average 20 share each.

The agency consensus has ABC winning Tuesday and Friday nights, CBS the leading network on Monday and Sunday, and NBC taking three nights of the week—Wednesday, Thursday and Saturday.

The network consensus agrees about NBC, but estimates CBS taking Friday from ABC with a 24-share point average as compared with a 20. That's one of the more striking differences of opinion between the networks and the agencies and because of it the network projection is for CBS to win three nights of the week along with NBC, leaving ABC only with a Tuesday night win.

Since program audience forecasting is largely done by committee, there are few if any long-shot players to be found. Following form in program forecasting, new shows going into the most protected time periods are picked as the most likely winners.

It's also significant that while for the Big Three there is almost no spread between buyers' and sellers' estimates, when it comes to Fox there is a 27% higher expectation by networks than agencies.

The Friday night CBS division of opinion between network pickers and agencies and the disparity when it comes to Fox stands out because the two sets of forecasts for the new season are, for the most part, largely in sync. These differences deserve some exploration.

It's clear from the time-period-by-time-period estimates of shares that forecasters at CBS and the other networks believe the pickup of *Golden Palace* (formerly *Golden Girls*) from NBC and the shifts from Monday to Friday night of *Major Dad* and *Designing Women* are going to pay off.

The consensus estimates CBS averaging a 24 share for Friday and the lineup making probable hits of two new shows, *Bob* and *Picket Fences* (a drama about a small-town Wisconsin sheriff and his doctor wife).

By sharp contrast, the agency consensus isn't as high on either of these shows, dragging *Fences* down to a borderline "toss-up" while allowing *Bob* to retain its "hit" status. This same consensus indicates that ABC, highlighted by a smashing *20/20* performance, will eke out a Friday night victory.

The Fox discrepancy is less easily pinpointed. It could be that the shares for more Fox shows may have been estimated largely sight unseen, based on workshop demonstrations or presentation tapes in lieu of pilots. It also could be that the target demo at which Fox aims—the younger, harder-to-reach viewer—may make agencies cautious (or pessimistic) because they have had less experience making such audience estimates.

Since Fox shows generally are more off-the-wall (*The Simpsons* and *In Living Color* are examples), audience reaction to them is more difficult to peg, and agencies, who are the buyers, tend to be more cautious in their assessment. The networks, who are the sellers, while not necessarily "cooking the books," may see more Fox potential than the agency estimators.

The misses

Among those figured to have the least chance of succeeding in the upcoming season, Fox's *Key West* (sultry nights, beautiful women and eccentric characters) is deemed to be the longest of the longshots. Fox shows occupy the four bottom rungs of the "miss" category.

NBC's *Secret Service* gets the longest odds among NBC fare; *Dr. Quinn, Medicine Woman*, which was the likely bottom show for CBS, appeared to prove that out as the network pulled it from the fall schedule last week (see story, page 18), and three debuting ABC programs all get 14 share consensus averages: *Covington Cross*, *Room For Two*, and *Delta* (the new Delta Burke vehicle).

NBC is still looking for the key to Friday night. The network dropped its previously announced leadoff comedies *Glory Boys* and *The Powers That Be* in the 8-9 p.m. hour in favor of two half-hour reality series, *Final Appeal: From the Files of "Unsolved Myster-*

ies" and *What Happened?*

Agency and network forecasters don't believe that will be enough, giving *Final Appeal* a 16 average share and *What Happened?* a 14.

All three CBS Saturday night newcomers wind up in the "miss" category, according to both agency and network estimations. *Frannie's Turn*, the now-on-hiatus *Dr. Quinn, Medicine Woman* and *Polish Hill* show a remarkable consistency, averaging in the 14-15 share range.

Of the 36 new shows on the 1992-93 prime time schedule, 11 are from Fox, 9 each are from CBS and NBC, and 7 are from ABC. Fox, expanding to six nights from four in September, is coming in with the most hours of new programing—7½. Among the Big Three, CBS has scheduled 6½ hours, of new shows, followed by NBC with 6 hours and ABC with 5. ■

Morrie Gelman, veteran Hollywood reporter for BROADCASTING *and other publications, is now president of Ventures in Media, a Los Angeles-based information packaging and market research company.*

CBS'S 'RAVEN' FLIES FOR FALL

By Steve Coe

Lee Majors is in and Jane Seymour is out as the two veteran television actors saw their fortunes shift last week when CBS inserted the former onto the fall schedule and put the latter on mid-season status.

Dr. Quinn, Medicine Woman, starring Seymour, was to have debuted in the fall on Saturday nights from 9-10 but instead will be put on the shelf and debut later in the season. The show was pulled to allow the network to capitalize on the momentum that has been building this summer around *Raven*, starring Jeffrey Meek and Lee Majors. The show has been airing in the Wednesday 9-10 slot but will move to *Dr. Quinn*'s Saturday 9-10 time period effective Sept. 26. *Raven* has been averaging a 10.5/19 share in its five airings on a highly competitive Wednesday night.

CBS also announced the premiere dates of its fall schedule last week with the network's new season beginning the week of Sept. 14.

Monday

8-8:30..... *Evening Shade* (Sept. 21)
8:30-9..... *Hearts Afire* (Sept. 14)
9-10..... *Murphy Brown* (Sept. 21 special one-hour episode)
10-11... *Northern Exposure* (Sept. 28)

Tuesday

8-9..... *Rescue: 911* (Sept. 15)
9-11 ..... *CBS Tues. Night Movie**

Wednesday

8-9:30..... *The Hat Squad* (Sept. 16, special 90-minute premiere)
9-10 ..... *Heat of the Night* (Oct. 28)
10-11..... *48 Hours* (ongoing)

Thursday

8-9..... *Top Cops* (ongoing)
9-10 ..... *Street Stories* (ongoing)
10-11..... *Knots Landing* (Oct. 29)

Friday

8-8:30..... *Golden Palace* (Sept. 18)
8:30-9..... *Major Dad* (Sept. 25)
9-9:30... *Designing Women* (Sept. 25)
9:30-10 ..... *Bob* (Sept. 25)
10-11..... *Picket Fences* (Sept. 25)

Saturday

8-8:30..... *Frannie's Turn* (Sept. 19)
8:30-9..... *Brooklyn Bridge* (Sept. 19)
9-10..... *Raven* (Sept. 26)
10-11..... *Polish Hill* (Sept. 26)

Sunday

7-8..... *60 Minutes* (ongoing)
8-9..... *Murder, She Wrote* (Sept. 27)
9-11 ..... *CBS Sun. Night Movie**

* CBS did not respond.

SHRINKING RATINGS & REVENUES?

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ADDRESS CHANGE FOR '90210'

Show will remain paired with 'Melrose' on Wednesday nights

By Steve Coe

In a move that insures the new Fox series *The Heights* will get generous sampling and that also allows the pairing of *Beverly Hills, 90210* and *Melrose Place* to remain intact, the network has adjusted its Wednes-

Broadcasting's Ratings Week ϟ Jul 27-Aug 2

	ABC	CBS	NBC	FOX
MONDAY	8.0/14	8.0/14	21.3/36	NO PROGRAMING
8:00	14. Home Improvmt 10.1/19	38. Evening Shade 7.4/14		
8:30	19. Happy Days Reunion 9.1/15	42. Major Dad 7.1/12		
9:00		27. Murphy Brown 8.3/14	3. Summer Olympics 19.7/36	
9:30		50. Grapevine 6.4/10		
10:00	61. MTV 10 5.3/9	17. Northern Exposure 9.3/16		
10:30				
TUESDAY	10.7/18	10.8/18	21.0/35	NO PROGRAMING
8:00	14. Full House 10.1/19	31. Rescue: 911 8.1/15		
8:30	9. Home Improvmt 12.2/21			
9:00	8. Roseanne 13.9/22	9. CBS Tuesday Movie—Conspiracy of Silence, Pt. 2 12.2/20	2. Summer Olympics 20.5/37	
9:30	12. Coach 11.1/17			
10:00	25. Homefront 8.5/14			
10:30				
WEDNESDAY	6.3/11	8.2/14	20.0/34	8.4/14
8:00	42. Wonder Years 7.1/13	40. Forbes 400 7.3/13		20. Beverly Hills 90210 8.8/16
8:30	45. Wonder Years 7.0/12			
9:00	42. Doogie Howser 7.1/12	25. Raven 8.5/14	4. Summer Olympics 18.9/35	34. Melrose Place 8.0/13
9:30	50. Doogie Howser 6.4/10			
10:00	62. Civil Wars 5.2/9	20. 48 Hours 8.8/15		
10:30				
THURSDAY	6.4/11	8.2/14	23.6/40	7.0/12
8:00	53. Who's the Boss? 6.3/12	37. Top Cops 7.8/14		34. Simpsons 8.0/15
8:30	55. Growing Pains 6.1/11			59. Parker Lewis 5.5/10
9:00	64. Homefront 4.9/8	29. Street Stories 8.2/13	1. Summer Olympics 22.3/40	41. Beverly Hills 90210 7.2/12
9:30				
10:00	31. Primetime Live 8.1/13	23. Bodies of Evidence 8.6/14		
10:30				
FRIDAY	8.0/15	6.8/13	18.4/35	4.6/9
8:00	27. Family Matters 8.3/17	54. CBS Friday Movie—Coopersmith 6.2/12		60. America's Most Wanted 5.4/11
8:30	22. Family Matters 8.7/17			
9:00	46. Dinosaurs 6.9/13		7. Summer Olympics 16.9/34	69. Sightings 4.5/9
9:30	48. Perfect Strangers 6.7/12	38. Memories of M*A*S*H 7.4/14		75. Hidden Video 2 3.2/6
10:00	23. 20/20 8.6/16			
10:30				
SATURDAY	5.1/10	4.6/9	19.1/39	5.0/10
8:00	71. MacGyver 4.1/9	69. CBS Saturday Movie—Sherlock Holmes: Prince of Crime 4.5/9		62. Cops 5.2/12
8:30				57. Cops 2 5.8/12
9:00	66. Human Target 4.8/9		5. Summer Olympics 18.3/39	58. Code 3 5.7/11
9:30				75. Vinnie & Bobby 3.2/6
10:00	50. The Commish 6.4/12	64. Jake and the Fatman 4.9/9		
10:30				
SUNDAY	7.9/15	10.2/18	18.4/33	5.6/10
7:00	74. Life Goes On 3.6/8	11. 60 Minutes 11.6/25		73. Bill & Ted 3.7/8
7:30				72. True Colors 3.8/8
8:00	34. Am Fun Hme Vid 8.0/15	13. Murder, She Wrote 10.4/19		47. In Living Color 6.8/13
8:30	31. Am Fun People 8.1/14		6. Summer Olympics 18.1/34	56. Rachel Gunn, R.N. 6.0/11
9:00				29. Married w/Childn 8.2/13
9:30	16. ABC Sunday Night Movie—Stephen King's "It", Pt. 1 10.0/17	17. CBS Sunday Movie—To Be the Best, Pt. 1 9.3/15		49. Herman's Head 6.6/11
10:00				67. Down the Shore 4.7/8
10:30				68. Stand by Your Man 4.6/8
WEEK'S AVGS	7.5/13	8.2/15	20.2/36	6.0/11
SSN. TO DATE	11.3/19	12.5/21	11.7/20	7.6/13

RANKING/SHOW [PROGRAM RATING/SHARE] *PREMIERE SOURCE: NIELSEN MEDIA RESEARCH YELLOW TINT IS WINNER OF TIME SLOT

CABLE BONDS HOLD UP, DESPITE POSSIBILITY OF REREGULATION

MSO's load up on cheaper debt; future competition still seen posing difficulties

By Geoffrey Foisie

Billions of dollars in cable debt have held up well over the past few weeks, despite the specter of reregulation. Many bonds—those issued by operators with manageable debt—have even gone up in price. If reregulation does occur, most large MSO's are in better financial shape to weather a revenue slowdown than a year ago.

While some cable notes were off by 10% or more following the House's recent passage of legislation, many of the MSO issues were up in price. Mark Grotevant, a securities analyst for Shearson Lehman, said issues from Viacom, Comcast, Century Communications and Continental Cablevision were all up at least a dollar over the past month. Some of the more highly leveraged MSO's, including Cablevision Industries and Cablevision Systems, have had price declines. The latter's price weakness may reflect investor concern about Cablevision Systems' $50 million exposure to losses from the Triplecast and its exposure to potential DBS investment.

One reason investors have stood by cable debt is that declining long-term interest rates make these high-yield securities attractive. Meanwhile, lower interest rates have encouraged many MSO's to issue new debt, taking the proceeds and buying back existing debt bearing a higher coupon interest rate.

Bob Kricheff, head of high-yield research for First Boston, said in a recent report that eight of the nine major U.S.-based MSO's have refinanced, and the total industry has replaced over $1 billion in existing high-yield debt with notes bearing interest rates roughly four percentage points below the old debt. New cable debt this year, roughly $3.8 billion, has accounted for one of every six dollars in total U.S. high-yield proceeds so far this year.

MSO's have also renegotiated bank agreements at better terms and, in some cases, attracted additional equity investments. The net financial result, said Kricheff, is "some combination of lowered interest expense, lowered amortization schedules, increased liquidity and longer overall maturities in their debt structures."

Financial engineering is only part of the MSO story, said Kricheff. He said cable operators' profit margins will continue to improve, with better plant helping reduce maintenance and service costs.

But Wall Street is not completely ignoring the potential impact of potential reregulation. Grotevant said that whereas the costs of retransmission fees would likely be passed to the consumer, the access of third parties to cable programing would likely spur additional investment by the industry's competitors, such as DBS. That, in turn, said Grotevant, might force cable operators themselves to invest more than they would otherwise: "...it implies continued levels of investment to higher channel capacity and addressability, and that may limit credit quality improvement to some operators. Therefore, our net investment outlook is that capital expenditures will restrain credit but the better capitalized larger cable companies should be able to do well." ■

CABLE DEBT ISSUED TO DATE IN 1992

Company	*Type of offering*	*Amount (millions)*	*Interest Rate*	*Maturity Date*
Cablevision Industries Corp.	**Sr.Nts.**	**300.0**	**10.750%**	**01/30/02**
Tele-Communications Inc.	**Sr. Debs.**	**600.0**	**9.800%**	**02/01/12**
Century Communications Corp.	**Sr.Nts.**	**200.0**	**9.750%**	**02/15/02**
Viacom International Sr.	**Sub.Gtd.Nts.**	**150.0**	**9.125%**	**08/15/99**
Cablevision Systems Corp.	**Sr.Sub.Nts.**	**275.0**	**10.750%**	**04/01/04**
Tele-Communications Inc.	**Sr.Nts.**	**200.0**	**9.250%**	**04/15/02**
Tele-Communications Inc.	**Sr.Debs.**	**150.0**	**10.125%**	**04/15/22**
Rogers Communications	**Sr.Debs.**	**250.0**	**10.875%**	**04/15/04**
Adelphia Communications Corp.	**Sr.Nts.**	**400.0**	**12.500%**	**05/15/02**
Viacom International	**Sr.Sub.Rcst.Nts.**	**100.0**	**8.750%**	**05/15/01**
Continental Cablevision	**Sr.Sub.Debs.**	**300.0**	**11.000%**	**06/01/07**
Continental Cablevision	**Sr.Sub.Nts.**	**100.0**	**10.625%**	**06/15/02**
Tele-Communications Inc.	**Sr.Debs.**	**100.0**	**9.875%**	**06/15/22**
Comcast Corp.	**Sr.Sub.Nts.**	**300.0**	**10.625%**	**07/15/12**
Jones Intercable	**Sr.SubDebs.**	**160.0**	**11.500%**	**07/15/04**
Rogers Cablesystems	**Sr.Sec'd Nts.**	**250.0**	**9.625%**	**08/01/02**

Changing Hands

This week's tabulation of station and system sales ($250,000 and above)

WFTW(AM)-WKSM(FM) Fort Walton Beach, Fla. □ Sold by Specter Broadcast Corp. to New South Communications Inc. for $1 million cash. **Seller** is headed by John K. McGill and Stephen J. Hannon, and has no other broadcast interests. **Buyer** is headed by F.E. Holladay, and also owns WZHT(FM) Troy, Ala.; KMLB(AM)-KJLO(FM) Monroe, La., WSYE(FM) Houston and WALT(AM)-WOKK(FM) Meridian, both Mississippi. WFTW has news/talk format on 1260 khz with 2.5 kw day and 106 w night. WKSM has adult rock and roll format on 99.5 mhz with 50 kw and antenna 500 feet above average terrain. *Broker: Media Venture Partners.*

WPZA(AM)-WAMX(FM) Ann Arbor, Mich. □ Sold by Washtenaw Broadcasting Co. to MW Blue Partnership for $750,000. **Seller** has no other broadcast interests. **Buyer** is owned by assignor, which is 33% general partner, and limited partner WSJM Inc. (67%), and headed by Robert Murthum and Gayle Olson, respectively. Murthum has interests in WSJM(AM)-WIRX(FM) St. Joseph, Mich., and in permittee of KZDC(FM) Willard, Mo. WPZA has AC format on 1050 khz with 5 kw day and 500 w night. WAMX has jazz format on 107.1 mhz with 3 kw and antenna 260 feet above average terrain.

WGLB-AM-FM Port Washington, Wis. □ Sold by WGLB Inc. to Wisconsin Great Lakes Broadcasting Inc. for $300,000. **Seller** is headed by Howard J. Fuys, and has no other broadcast interests. **Buyer** is headed by Mark Heller, who has 40% interest in WTRW(AM) Two Rivers, Wis. WGLB(AM) has big band format on 1560 khz with 250 w day. WGLB-FM has new AC format on 100.1 mhz with 3 kw and antenna 180 feet above average terrain.

For other proposed and approved sales see "For the Record," page 55.

PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ **$0** □ **0**

FM's □ **$10,000** □ **1**

AM-FM's □ **$2,250,000** □ **3**

TV's □ **$0** □ **0**

Total □ **$2,260,000** □ **4**

1992 to Date:

AM's □ **$134,994,163** □ **134**

FM's □ **$148,312,409** □ **143**

AM-FM's □ **$198,108,346** □ **99**

TV's □ **$1,184,301,620** □ **39**

Total □ **$1,665,716,538** □ **415**

For 1991 total see Jan. 27, 1992 BROADCASTING.

STATION SALE FALLS THROUGH

Force II Communications' bid for KKCW(FM) Portland, Ore., from Trumper Communications for $21 million ("Changing Hands," Jan. 20) fell through after missing the June 30 deadline to close on the deal, according to Force II's Norman Feuer.

"It was a matter of financing and timing," Feuer said. "We thought we could do a bridge loan until we put all the pieces together, and the bridge money has dried up." He added that it was in the best interests of the station and staff not to seek an extension.

The station was to be part of the merger of Robert F.X. Sillerman's broadcast interests (BROADCASTING, March 23), consolidating with Force II and Capstar Communications to form CF Media, which is expected to be complete by Oct. 31.

"It's still not easy out there," Feuer said. "We can all see signs of the economy improving, and yet the bottom line is this isn't where it should be. It's the same thing for the financial climate." -JG

SOLD!

WFTW-AM/WKSM-FM, Ft. Walton Beach, Florida has been sold by Specter Broadcasting Corporation, to New South Communications, Inc., Frank E. Holladay, President for $1,000,000.

Randall E. Jeffery, Jr.
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BLACK CLOUD OVER RETAIL HAS SILVER LINING FOR LOCAL TV

Year-to-date spending up 21% over last year as stores turn to TV to attract customers

By Sharon D. Moshavi

Department store advertising spending on local TV increased for the first half of 1992, despite a continued slump in the retail market. Oddly enough, the weakness of the economy has contributed to that increase. With retailers desperately trying to attract customers, some are turning to television advertising, a vehicle they may not have used before.

According to data compiled by Arbitron's MediaWatch, department store spending on local and spot television was $51.5 million in the second quarter, an increase of 17.3% over the same period last year. Year-to-date spending has increased more than 21%, to $83.9 million.

In contrast, department store newspaper advertising is down 7% to 8% this year, according to analyst Joseph Ronning of Brown Brothers Harriman. A small part of it seems to be caused by increased expenditures on local and spot TV.

In pure dollars, newspaper expenditures by department stores drastically outweigh those for local television. For example, Macy's spent $160 million on newspaper advertising in 1991, compared to $13.5 million for spot TV, according to the Standard Directory of Advertisers. While there is little danger that TV will erode a large part of the newspapers' base, the possibility exists for a significant increase in retail broadcast spending.

The reason is that "there has been a more prevailing view over the past few years that retailers have to try something new to stimulate sales," says Steve Kernkraut, an analyst for Bear Stearns. Also, newspaper readership has decreased, encouraging retailers to look for other mediums, according to Kernkraut.

It is notable that spending is up for the first half of the year, considering that Macy's, one of the largest department stores, filed for bankruptcy protection in January and has cut TV spending by 43%. But some other large chains have increased spending. Sears spent $18.8 million on local and spot TV the first six months of 1992, an 82% increase over the period last year. Montgomery Ward raised its spending 243% to $17.9 million for the first half of 1992, and has made a "big, big" spot buy for the third and fourth quarters, according to Kathy Saunders, general sales manager, KDAF(TV) Dallas.

Many department store chains with smaller budgets also increased TV spending this year. Stores such as Burdine's in Florida, Strawbridge & Clothier in Philadelphia and May Co. in Chicago have spent more than $1 million each so far this year on TV (see chart), up significantly from the same six months last year.

According to Strawbridge's Burt Chapman, director of advertising, previous lower-level spending has been because "we, like a lot of other full-line department stores with a dominance in print, have not really utilized TV the way we should." The weak economy is changing attitudes. "The answer why is obvious: when things are difficult, people are more open to change," he says.

The results of using more TV have been "mixed," according to Chapman. At least for the rest of the year, Strawbridge will continue its beefed-up TV spending and, after that, will evaluate its effectiveness.

Local TV is also starting to see increased spending, although to a lesser degree, from discount department stores. Those chains, which have not been as hard hit by the recession as retail department stores, are generally even more dependent on newspaper advertising and circulars. According to Arbitron's MediaWatch, local and spot TV spending by discounters was $40.6 million for the first six months of the year, up 17.9% over the first half of 1991.

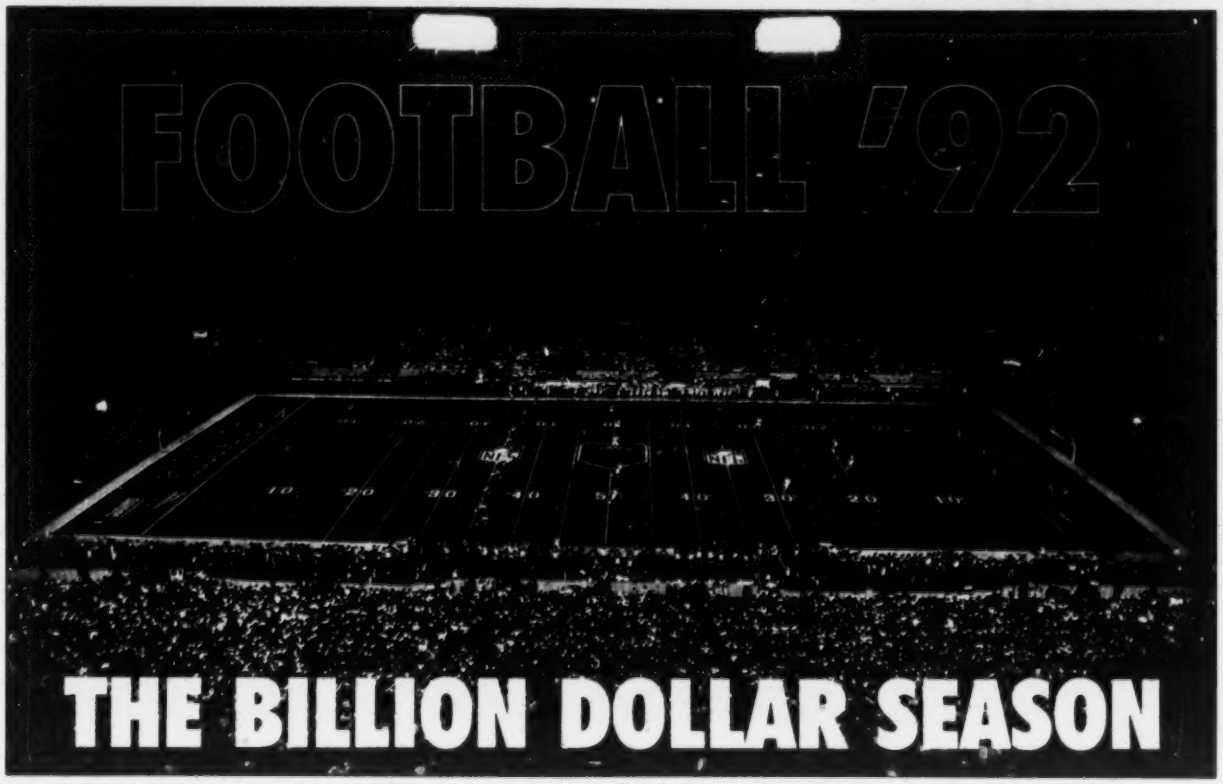
Wal-Mart, with the largest budget, spent $11.9 million on local and spot TV advertising the first half of the year, a 20% increase over the same period last year. K-Mart spent $7.8 million, an increase of 24%. Marshall's was up 120%, to $2.1 million for the first six months. And Ames Department Stores went from nearly nonexistent TV spending in the first half of 1991 to expenditures of $5.3 million for the first half of the year.

What happens with TV department store advertising the rest of the year does not seem to be contingent on improvement in the economy. But if the first half of the year is prologue for the second, a bad economy might continue to bring department store advertising to television. ■

DEPARTMENT STORES IN LOCAL ADVERTISING

Store	*Jan.-June 1992*	*% Change from Jan.-June 1991*
Sears	**$18,824,000**	**82%**
Montgomery Ward	**17,934,600**	**243%**
Macy's	**8,491,700**	**-43%**
Mervyn's	**6,509,300**	**1%**
J.C. Penney	**1,893,500**	**-4%**
May Co.	**1,447,600**	**29%**
Broadway	**1,010,400**	**-37%**
Burdine's	**1,220,000**	**163%**
Strawbridge	**1,137,600**	**75%**
Abraham & Strauss	**962,000**	**-34%**
Marshall Field's	**928,700**	**6%**
Woodward & Lothrop	**376,800**	**90%**
John Wanamaker	**371,000**	**38%**

Source: Arbitron's MediaWatch



THE BILLION DOLLAR SEASON

Broadcasting and cable will pay more than $1 billion for pigskin action this fall; BROADCASTING market survey shows $49 million will come from local radio

By Steve McClellan

No one knows what the final standings will be, but the professional and major college football teams will all be winners this season in one sense. They will get to divvy up more than $1.06 billion in payments for TV and radio rights to their games.

The breakdown: about $923 million in network payments to the National Football League, $91 million for college and World League TV pacts, $11 million for local preseason NFL broadcast TV rights and, according to an exclusive BROADCASTING market-by-market survey, $49 million for local radio rights (see chart, pages 40-41).

The survey shows radio payments up 18% from a year ago, when the rights totaled $41,398,000, according to league-supplied evidence in an antitrust suit brought against it by the New York Jets' Freeman McNeil.

Also up 18% are 1992 payments for national NFL rights. Those for TV college pacts and local TV preseason NFL are roughly comparable to last year.

BROADCASTING's 1992 radio figures, based on dozens of interviews with broadcast and team executives and other sources, represent a 38% increase from 1990, when the NFL teams earned $35,427,000 in local radio rights fees, according to data supplied by the league in the McNeil case. The 1990 total was down slightly from the $37.2 million in radio rights earned in 1989, according to the league's market-by-market breakdown of radio revenues for the year.

The Chicago Bears are now tops in the NFL for local radio rights, which for 1992 will total a minimum of $4 million. WGN(AM) is the Bears' rightsholder. There's a tie for second place, with the Dallas Cowboys and the Washington Redskins earning $3.5 million from radio rights to their games. The Cowboys are carried by KVIL(AM).

The Redskins will be carried by WTEM(AM) and co-owned WGMS(FM), which shook up the Washington market earlier this year, outbidding longtime Skins rightsholder WMAL(AM) (see story, page 25). Rounding out the top five are the Los Angeles Raiders, which will earn $3.1 million from KFI(AM), and the New York Giants, which will earn about $2.5 million in a deal with WNEW(AM).

Rightsholder WGN and the Bears signed a new deal effective with the 1992 season. The estimated $4 million per year the Bears will earn was what it took for the incumbent to fend off an aggressive bid for the Bears by WLUP-(AM). The winning bid from WGN is a revenue-sharing deal with a guaranteed minimum.

Clearly WLUP's interest helped the Bears get a record bid from WGN. And according to WLUP(AM) general manager Larry Wert, the station's interest in the Bears has not abated. "We took a real hard look, and we'll continue to work hard to win the confidence of that franchise," said Wert, indicating that the station would make another bid in three years when the contract is up again.

In 1989, Dallas was tops in the radio rights category, with a deal that brought in slightly over $3 million that year. Washington was second with over $2.7 million in payments from radio, and the Los Angeles Raiders were third with over $2.5 million. Rounding out the top five were Chica-

go, $2.4 million and San Francisco, $2.3 million.

Four years ago the bottom five in the radio rights category were New England ($205,000); Houston ($352,000); Green Bay ($560,000); Indianapolis (653,000), and Buffalo (708,000).

The average radio rights fee for 1992 is $1.75 million. In 1991, according to numbers supplied by the league in the McNeil case, the average local radio revenue per team was $1,479,000. In 1989, the average radio rights fee was about $1,330,000.

Local preseason television rights are all over the lot, but in most cases are far below the values of the radio rights in those markets. The number of games available in a given market varies from one to four, depending on how many games are picked up for network carriage.

But at least up to this year, local preseason TV rights appear to be growing despite the tough advertising sales environment. The league has supplied numbers in the McNeil case indicating that local preseason TV rights in 1989 totaled a little more than $8.3 million or an average of roughly $298,000 per team. In 1990, those revenues totaled $11,022,000 and grew slightly in 1991, to $11,192,000, for an average of about $400,000 per team.

In 1989, according to court records, local preseason rights per team ranged from zero, in the case of the Minnesota Vikings, to over $1.2 million for the Denver Broncos.

Reached last week, Roger Ogden, general manager of KCNC-TV Denver, said he thought that number was high, but did acknowledge that Denver radio and preseason television rights tend to be among the highest in the country, due to local enthusiasm and ratings for the Broncos. (A Broncos-Cleveland Browns game holds a Nielsen record 90 share for a local telecast.)

In conversations with the team and station executives, it appears that preseason television rights for 1992 haven't gone up this year, and may have dropped slightly given the difficult sales environment, especially for televised sports. Execs were reporting per-game rights fees of between $50,000 and $150,000, depending on market size.

Meanwhile, rights fees for national broadcasts to NFL and college football games are tied to multiyear pacts that kicked in a year or two ago. The big three and TNT and ESPN are entering the third year of four-year pacts with the NFL. Combined, the five networks are putting up $3.65 billion for NFL rights over four seasons.

CBS is paying $1.060 billion, or about $265 million on average per year. However, the contracts are structured so that all the networks pay less per year in the early part of the contract and more in the latter part of the pact.

ABC is paying $900 million over

THE 1992 LOCA

NATIONAL FOOTBALL CONFERENCE

	TV				RADIO				
Team	Flagship	# of TV preseason games	# of stations in network	Contract status (year of years)	Flagship	# of stations in network	Contract status (year of years)	1989 rights in millions	1992 rights millio
EASTERN DIVISION									
Dallas Cowboys	KDFW-TV[1]	4	24	—	KVIL(AM)	103	2/5	$3.1	$3.5
New York Giants	WPIX(TV)	3	0	1/1	WNEW(AM)	30+	4/6	$1.8	$2.5
Philadelphia Eagles	KYW-TV	3	1	4/5	WYSP(FM)	17	1/4	$1.2	$2.0
Phoenix Cardinals	KTVK(TV)	4	0	2/3	KTAR(AM)	15	5/6	$1.2	$.7
Washington Redskins	WTTG(TV)	3	9	N/A	WTEM(AM) WGMS-FM	93	N/A	$2.8	$3.5
CENTRAL DIVISION									
Chicago Bears	WMAQ(TV)[2]	2	9	—	WGN(AM)	60-70	1/3	$2.4	$4.0[3]
Detroit Lions	WKBD(TV)	4	4	1/1	WWJ(AM)	43	1/3	$.7	$1.5
Green Bay Packers	WBAY-TV	4	3	3/3	WTMJ(AM)	51	N/A	$.6	$.7
Minnesota Vikings	WCCO-TV	3	0	1/1	KEEY-FM	92	2/3	$1.2	$1.5
Tampa Bay Buccaneers	WTOG(TV)	4	1	1/3	WQYK(AM)	30	2/5	$.7	$1.0
WESTERN DIVISION									
Atlanta Falcons	WSB-TV	4	0	1/3	WSB(AM)	79	1/3	$.9	$1.4
Los Angeles Rams	KCBS-TV	3	0	1/3	KMPC(AM)	20	3/4	$1.6	$2.0
New Orleans Saints	WWL-TV	1	4	11/12	WQUE(AM)	60	1/3	$.8	$1.0
San Francisco 49ers	KPIX(TV)	3	6	3/4	KGO(AM)	50	3/3	$2.3	$2.3

[1] Cowboys retain rights, sell time and place telecast on 25 stations, including KDFW-TV.
[2] Bears retain rights, sell time and place telecasts on 10 stations, including WMAQ-TV, which is in second year of three-year deal to produce games.
[3] Bears expect to net estimated $4 million a year under three-year revenue-sharing deal with WGN.

N/A—Not Available

the life of the pact for *Monday Night Football*, and NBC is paying $872 million. ESPN and TNT will pay $409 million each.

According to the league, it received $782,873,000 in network television rights payments in 1991, or $27,960,000 per team. That figure is expected to jump 18% to $923,790,000, or $34 million per team.

The networks have all said they will not make any money on the existing contracts and earlier this year proposed to the league a $200 million rebate from the current contract, in exchange for a two-year rights extension that would cover the 1994 and 1995 seasons. In April, the team owners, by a narrow margin, voted to shelve the plan until later in the year, hoping for some signs of life in the economy in the meantime.

But network executives say privately that the team owners better think seriously about significant relief for the networks from the current contract, or they can expect to face drastically reduced rights offerings for the next round of contract talks.

"The plan on the shelf makes sound business sense," said one network executive.

"If the owners don't address it—and many are in favor of it, including the league front office—then the rights for 1994 and '95 are going to be affected."

Meanwhile the sports marketplace remains a buyer's market due to an overabundance of inventory for sports generally, coupled with the bearish economy. "There are still an awful lot of rating points looking for money to support them," said Jerry Dominus, executive vice president, J. Walter Thompson.

"The automotive category may be a little healthier for sports, but past that I'm not aware of any major category growth."

Other agency executives agreed. However, several reported that Turner was setting the pace with its NFL package and, with aggressive pricing, was close to selling out.

Pricing on *Monday Night Football* is about flat compared with last year, with units going for around $258,000. According to Marvin Goldsmith, president, sales and marketing for ABC-TV, *MNF* is close to 80% sold.

"Given the current environment, we are quite pleased with sales for both *Monday Night Football* and the college package," which includes both the College Football Association and the Big 10-Pac 10, said Goldsmith.

Based on the strong performance of ABC's college ratings last year, the network is getting unit price gains of about 15% (to $63,500) and is about 75% sold. "A lot of our success on the college level is due to our regionalizing a lot more of the games last year than were done the year before," said Goldsmith. ■

FOOTBALL LINEUP

AMERICAN FOOTBALL CONFERENCE

	TV				RADIO				
Team	Flagship	# of TV pre-season games	# of stations in network	Contract status (year of years)	Flagship	# of stations in network	Contract status (year of years)	1989 rights in millions	1992 rights in millions
EASTERN DIVISION									
Buffalo Bills	Empire[1] Sports Net.	1	—	—	WGR(AM)	27	3/4	$.7	$.9
Indianapolis Colts	WTHR(TV)	4	0	1/1	WNDE(AM)[2] WFBQ(FM)	15	—	$.7	$.8
Miami Dolphins	WCIX(TV)	3	0	1/1	WIOD(AM)	25	2/3	$1.8	$1.5
					WQBA(AM)[3]	0	1/5		$.5
New England Patriots	WLVI-TV	3	0	1/2	WBZ(AM)	15-20	2/3	$.2	$1.4
New York Jets	WPIX(TV)	4	0	1/1	WCBS(AM)	0	5/5	$1.0	$1.5
CENTRAL DIVISION									
Cincinnati Bengals	WKRC-TV	4	2	2/3	WKRC(AM)	28	2/3	$.8	$1.2
Cleveland Browns	WOIO(TV)[4]	3	0	—	WHK(AM) WMMS(FM)	54	2/3	$1.3	$1.8
Houston Oilers	KHOU-TV[5]	3	14	—	KTRH(AM)	40	3/5	$.4	$1.5
Pittsburgh Steelers	WPXI(TV)	3	2	3/3	WTAE(AM) WVTY-FM	30	3/3	$1.1	$1.3
WESTERN DIVISION									
Denver Broncos	KCNC(TV)	4	0	2/6	KOA(AM)	60	4/7	$1.8	$2.0
Kansas City Chiefs	KMBC-TV	3	10	1/3	KCFX(AM)	65	1/2	$.8	$1.2
Los Angeles Raiders	KCAL-TV	4	0	2/3	KFI(AM)	22	4/4	$2.6	$3.1
San Diego Chargers	KGTV(TV)	3	0	2/3	XETRA(AM)	0	2/5	$1.4	$1.3
Seattle Seahawks	KING-TV	4	0[6]	2/3	KIRO(AM)	60	3/5	$1.4	$2.5

1 Empire, regional cable sports network, holds rights to Bills, permits noncommercial WNEQ-TV to simulcast.
2 Sports Marketing Inc. holds rights to Colts, syndicates games to WNDE(AM)-WFBQ(FM) and 15 others, which receive some inventory.
3 WQBA is Spanish-language station.
4 Browns retain rights, sell time and place games on WOIO(TV).
5 Raycom holds rights to Oilers in third year of five-year deal and syndicates games to KHOU-TV and 14 other stations.
6 Prime Sports Northwest, regional cable network, telecasts Seahawks games in region outside of Seattle.

NEW BIG EAST, JP SNAGGING SEC PUT KICK IN SYNDICATION

Syndicators hope new matchups mean new stations

By Mike Freeman

The formation of the Big East football conference, boasting such national powers as University of Miami, Syracuse University and University of Pittsburgh, and Jefferson-Pilot Teleproductions' snagging of the broadcast rights to the Southeastern Conference (SEC), has given college football conferences a much-needed shot in the arm by providing additional TV exposure and revenue for their member schools. It comes at a time when the ranks of syndicated football packagers may be at their thinnest ever.

Miami, a perennially top-ranked college power, joined the Big East when that conference was formed last season, and Big East Associate Commissioner Tom McElroy believes there is additional interest in the fledgling conference because Syracuse and Pitt are rated high in preseason college polls. Outside of the Northeast and Southeastern regions, where the Big East schools are located, McElroy says such major markets as Chicago, Denver and Phoenix are, in most cases, planning on picking up individual games out of the Big East's 12-week broadcast schedule.

However, the College Football Association's all-encompassing rights contract with ABC Sports and sister division ESPN often leads the Big East, and other leading football conferences, to surrender their top conference matchups to both networks. Still, McElroy claims that the Big East conference is the largest regional ad hoc network, with 37 stations and 28% of the U.S. cleared. Top markets, which have strong allegiances to the long-time Big East domination in basketball, have crossed over into football with WABC-TV New York, WPVI-TV Philadelphia, WCVB-TV Boston and WBFS-TV Miami among the major market stations set to clear game telecasts.

> *"Syndicated football packagers may be at their thinnest ever."*

Station deals, says McElroy, are "dictated by the size of the market and the demand for our product in a particular market," so a combination of cash and barter advertising arrangements are negotiated individually (by station sales agent Group 5 Sales). "Every one of the deals has a barter load of 13 minutes [per hour], with the degree of local barter time varying according to the amount of inventory the station wants to retain. Then it becomes a function of how much of a rights fee a station can pay to have more control of its inventory," McElroy says.

The same sort of big market/small market approach is used by Jefferson-Pilot Teleproductions, which is entering its eighth season of Atlantic Coast Conference football.

Jefferson-Pilot has been distributing Southeastern Conference basketball packages since 1986, but Hull says conference officials saw the "benefit of coupling basketball and football into a package" for stations in the region to acquire. The SEC, which previously had an exclusive license with Turner Broadcasting System, has made a southern march into 53 markets, representing 20% of the U.S. Top station clearances below the Mason-Dixon line are WAGA-TV Atlanta, WSVN-TV Miami, WDSU-TV New Orleans, WAVE-TV Louisville, WVTM(TV) Birmingham and KATU-TV Little Rock.

This season the SEC will expand to 12 teams, with Arkansas and South Carolina the latest additions to one of the nation's most competitive conferences. Jefferson-Pilot will also be offering a 12-week schedule, possibly with two or three regional games each weekend during the November sweeps period, according to Hull.

Raycom is one of the few long-time sports packagers left in syndication, returning with a similar 12-week package of Southwest Conference games to an ad hoc barter network of 21 stations in Texas. Also, Raycom has taken the lead in syndicating high-profile bowl games. First off is the The Disneyland Pigskin Classic (Stanford vs. Texas A&M), which airs Aug. 26, 9 p.m. (ET), followed by The Kick-Off Classic (Iowa vs. N.C. State) on Aug. 29 and The Freedom Bowl (to be announced) in December. ■

NFL'S NETWORK RADIO FUTURE UNCERTAIN

The NFL's network radio contract, estimated by industry sources to be worth $7 million per year, has turned into an expensive headache for the rightsholder, CBS Radio. When CBS Radio Networks surprised the radio industry earlier this year with the announcement that it was cutting its staff by 15%, the network laid much of the blame on the $20 million per year it pays in rights fees to Major League Baseball and the NFL. "Basically what has happened is the sports marketplace has become quite depressed," says Robert Kipperman, vice president and general manager, CBS Radio Networks. "A lot of network radio [advertising] money has gone into cable television, and the money just isn't out there to support the kind of rights fees we're currently paying." Kipperman says the same dynamic is at work on the local level and that some stations are saddled with unprofitable football contracts. Under its current contract, which expires after the 1995 Pro Bowl, CBS has exclusive national broadcast rights for NFL games. This year, CBS will air 45 games, including 17 Monday night games and all post-season games. Westwood One's Mutual Broadcasting System also broadcasts some NFL games, but its contracts are made with individual NFL teams. It's not clear whether any network will compete with CBS for future broadcast contracts with the NFL. ABC's ESPN Radio Network, which launched this year, is an obvious possibility, but ABC has said it is wary of high sports rights fees in all sports. ■

CABLE LOOKS TO BREAK EVEN ON BALL GAMES

Optimism comes despite ad slump and string of costly rights packages

By Rich Brown

Despite a continued ad slump and a string of expensive rights packages, national cable rightsholders ESPN and TNT could once again approach breakeven on their pro and college football schedules.

Turner Broadcasting this season enters the third of a four-year, $450 million deal with the NFL that includes nine regular and three preseason games. Virtually all will air in prime time on Sundays, except one Friday night preseason and one Thursday night regular season game. TNT preseason started yesterday (Aug. 9) and wraps up with a Giants-Redskins matchup Nov. 1.

Among the changes expected will be the debut of Turner Sports announcer Gary Bender. The former ABC Sports personality takes over play-by-play duties previously handled by Skip Carey, who will concentrate on his work in the Atlanta Braves broadcasting booth. Also new to the network's coverage will be veteran Turner Sports announcer Bob Neal as host of *The Stadium Show*, TNT's NFL pre-, half- and postgame show.

Turner Broadcasting expects to come close to breakeven on its NFL package for the upcoming season, according to Don McGuire, senior vice president and executive producer. TNT will feel the pinch caused by a 30% increase in rights fees over last year while operator fees have remained steady, he says. "Our financial picture can't possibly be as rosy this year as it's been in the past," given the pinch, says McGuire.

Inventory on TNT's regular season games is 90% sold at prices even with last year, according to Mark Mariani, executive vice president, Turner Sports Sales. Turner is selling the games with projected 5.0 preseason and 8.4 regular season ratings, comparable to 1990 levels (TNT ratings last year dipped to a 7.3 rating due to a conflict with postseason baseball).

ESPN is expected to repeat its performance of last year and wind up the 1992 season near the break-even point. A healthy chunk of the costs incurred by the network's four-year, $445.5 million deal with the NFL will once again be covered by ESPN's 15-cents-per-subscriber NFL surcharge.

ESPN opened its preseason NFL schedule with the Aug. 1 American Bowl in Tokyo, one of three preseason games on the network. ESPN's nine-game regular season gets under way with Cincinnati at Chicago on Nov. 8. All but one regular season game will air on Sundays at 8 p.m. ET, including an AFC-NFC postseason matchup from Honolulu on Feb. 7. ESPN is entering the third of a four-year deal.

On the college football side, ESPN will present 40 regular season, seven bowl and three all-star games, beginning with the Sept. 3 prime time matchup between Oklahoma and Texas Tech. Coverage includes games from the CFA, Big Ten and Pac-10 conferences on Thursday evenings as well as Saturday afternoons and evenings. CFA games come to the cable network exclusively as part of a four-year, $125 million deal.

The only other cable network football activity comes from USA Network, which is preparing to enter the second year of its renegotiated three-year deal with the struggling World League. The spring season football league last season plodded along with a 1.0 average rating over 10 exposures on USA, and its future as a league has been the subject of some speculation.

In addition to the national cable network deals, hundreds of college football games will be presented, mostly on a tape-delayed basis, on regional cable sports networks. The 4.2 million subscriber Prime Ticket Network, for example, will schedule 95 college games representing eight collegiate conferences from across the country, beginning with the Disneyland Pigskin Classic on Aug. 27. Similar arrangements have been made at Sportschannel, Madison Square Garden Network and several other regional cable sports networks nationally. ■

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ABC, SHOWTIME GET READY TO PAY BALL

Joint venture will test market for pay-per-view college games; ABC sports executives say affiliates appear to be warming up to idea

By Rich Brown

One of the more interesting developments on the football horizon this season will no doubt be ABC Sports' and Showtime Entertainment Television's groundbreaking effort to present a schedule of college games on pay per view. Broadcasters, viewers and lawmakers are all cautiously eyeing the experiment, which gets under way Sept. 5.

As planned, the agreement allows SET to distribute 30-35 college football games for the upcoming season on pay per view this fall. Each ABC affiliate will continue to air the best game for its particular market, while SET will offer supplemental PPV games from other regions of the country over 11 broadcast dates. For example, when the experiment kicks off on Sept. 5, KABC-TV Los Angeles will air USC at San Diego State, and area residents will be able to watch the conflicting games—Texas A&M at LSU and Notre Dame at Northwestern—on pay per view.

While ABC and SET have hammered out their PPV lineup through September, the remainder of the season will be selected six to 12 days ahead of schedule. The PPV games will carry a suggested retail price of $8.95 for one game plus another dollar for those viewers interested in picking up more than one game. Some cable systems will also offer a season ticket in the $60 price range. ABC and SET executives are anticipating an audience of up to 50,000 out of a potential 17 million homes for each game, with cable operators keeping about 45% of the revenue. The PPV telecasts will carry the games in their entirety, including commentary by ABC Sports announcers and advertising that would appear on the broadcast.

When ABC and Showtime outlined their joint PPV plan last May at the NCTA convention in Dallas, the usual concerns about sports migration to cable were raised by ABC affiliates and Washington lawmakers. House Telecommunications Subcommittee Chairman Edward Markey (D.-Mass.), who is among those keeping a close eye on the experiment, says the ABC-SET deal should be beneficial as long as it provides supplemental regular broadcast programing.

ABC affiliates appear to be a bit more suspect about the plan. In fact, an earlier attempt by ABC and SET to offer supplemental coverage via PPV of a game late last season was aborted when ABC stations raised concerns over the rushed plan. But ABC Sports executives say the affiliates seem to be warming up to the plan.

"The affiliates understand pay per view is a reality and maybe they should be exploring the options it affords," says an ABC Sports spokesman. "We know this is a business in which you have to be creative to succeed."

The experiment has its admirers among competing networks, which are also looking for innovative ways to deal with rising sports rights fees and shrinking ad dollars. Says Don McGuire, senior vice president, executive producer, Turner Sports: "This is like dipping your toe in the water, rather than jumping in without a life preserver as the Olympics did."

The ABC-SET experiment is important for pay per view because it will test buyer reaction to PPV events that contain advertising, and show viewers PPV can be a way to watch sporting events they would not otherwise be able to see, says Hugh Panero, vice president, marketing and pay per view, Time Warner New York City Cable Group, Queens division.

"It will help erase some of the irrational debate that goes on about some events going to PPV," says Panero. He also applauded the way SET has been marketing the games as a niche offering. Using that marketing approach, he says, ABC and SET will avoid the kind of disappointment that followed the heavily hyped PPV Olympics Triplecast. ■

Broadcasting

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2. What best describes your title? Check one.

President/Owner/CEO; Vice President; Director/Manager; General Manager; General Sales Manager; Station Manager; Program Director; News Director; Chief Engineer/Technician; Other, please describe _____

■ **Ruckersville, VA** WXZY(FM) 92.1 mhz—July 10 application of Ridge Broadcasting Corporation for CP to make changes; change frequency to 101.9 mhz; ERP: 6 kw H&V; ant. 68 m.; TL: 5 mi. west of Stanardsville, VA, off Rt. 626 on Snow Mountain (Greene Co.).

■ **Logan, WV** WLOG(AM) 1230 khz—June 9 application of Southern W. Va. Com. College FN Inc. for CP to correct ground elevation and coordinates to 37 51 21 - 81 58 44.

■ **Mannington, WV** WTUS(FM) 102.7 mhz—July 7 application of Joseph D. Powers for CP to make changes: ERP: 3.21 kw (H&V), ant.: 138 m., TL: .95 km northeast of Monongah, Marion County, WV.

Actions

■ **Crescent City, CA** KCRE-FM 94.3 mhz—Granted app. of Pelican Bay Broadcasting Corp. (BPH-900814IF) for CP to make changes to ERP: 6.2 kw H&V. Action July 13.

■ **Milford, DE** WAFL(FM) 97.7 mhz—Granted app. of Prettyman Broadcasting Co. of DE (BPH-911227IB) for CP to make changes: ERP: 6 kw (H), 5.8 kw (V). Action July 9.

■ **Green Cove Springs, FL** WJBT(FM) 92.7 mhz—Granted app. of UNC Media of Jacksonville Inc. (BMLH-911120KA) for mod. of license to increase ERP: 6 kw (H&V) (per docket #88-375). Action July 15.

■ **Americus, GA** WISK-FM 97.7 mhz—Granted app. of Sumter Broadcasting Co. Inc. (BPH-920410IE) for CP to make changes; change ERP: 25 kw (H&V); ant.: 92 m.; change class to C3 (per MM docket #91-224). Action July 15.

■ **Liberty, KY** WKDO-FM 98.7 mhz—Granted app. of Carlos D. Wesley (BPH-920121IB) for CP to make changes; change ERP: 25 kw H&V. Action July 6.

■ **Zeeland, MI** WJQK(FM) 99.3 mhz—Granted app. of Beacon Bcing Co. of West Michigan (BMLH-900426KD) for mod. of license to increase ERP: 5.1 kw H&V (per docket #88-375). Action July 15.

■ **Windom, MN** KDOM-FM 94.3 mhz—Dismissed app. of Windom Radio Inc. (BMLH-900329KH) for mod. of license to increase ERP: 5-7 kw H&V (per docket #88-375). Action July 10.

■ **Ebenezer, MS** WZBR(FM) 103.9 mhz—Granted app. of Jimbar Enterprises (BMPH-920116ID) for mod. of CP (BPH-900424ME) to make changes: change ERP: 6 kw (H&V); TL: Midway Crossroads in Yazoo County, MS. Action July 6.

■ **Birch Tree, MO** KBMV-FM 107.1 mhz—Granted app. of Jack G. Hunt (BPH-910429IE) for CP to make changes: change freq: 107.1 mhz; (per MM docket #90- 411) ERP: 16.2 kw (H&V); ant.: 124 m.; TL: 6.92 km (4.3 mi.) NE of Mountain View, MO, and 2.1 km (1.3 mi.) ENE of intersection of state routes OO & ZZ; change to class C3 (per MM docket #90-411). Action July 9.

■ **Moberly, MO** KWIX(AM) 1230 khz—Granted app. of KWIX Inc. (BP-910612AB) for CP to make changes in antenna system. Action June 23.

■ **Berlin, NJ** WNJS-FM 88.1 mhz—Granted app. of New Jersey Public BCing Authority (BMPED-920514IA) for mod. of CP (BPED-891122MF) to make changes; change ERP: .002 kw (H) .085 kw (V); ant.: 115 m. Action June 18.

■ **Cincinnati** WCIN(AM) 1480 khz—Granted app. of Carl W. Shye Jr. (BP-910826AI) for CP to reduce pwr to .114 kw-1 kw and make changes in antenna system. Action July 17.

■ **Junction City, OR** KZTU(AM) 650 khz—Returned app. of Jerry J. Collins (BMP-920521AD) for MP (BP880503AE) to change city of lic. to Eugene, OR; change frequency to 660 khz; make changes in antenna system and change TL to Game Farm Rd., Eugene, OR; 44 06 03 - 123 03 06. Action July 20.

■ **Beaufort, SC** WAGP(FM) 88.7 mhz—Dismissed app. of Community BCing Corp. of Beaufort Inc. (BMPED-920312IG) for mod. of CP (BPED-900813IA) to change ERP: 6 kw H&V; TL: 5.6 km SW of Beaufort, SC, off of RPR 280, 2.1 km S of Broad River Road. Action July 10.

■ **Bluffton, SC** WLOW(FM) 106.3 mhz—Granted app. of DHA Broadcasting Inc. (BPH-911008II) for CP to make changes; change ERP: 68.9 kw (H&V); ant.: 299 m. TL: 2 km west of Bluffton, S.C. off hyway 46; change to class C1 (per MM docket #90-536). Action June 22.

■ **Belle Fourche, SD** KBFS-FM 95.9 mhz—Forfeited and canceled app. of Lovcom Inc. (BPH-890210MG) for new FM; ERP: 3 kw H&V, ant.: 100 m. (pet. for recon. filed 7-9-92); callsign deleted. Action June 12.

■ **Belton, TX** KOOC(FM) 106.3 mhz—Granted app. of Sheldon Communications Inc. (BPH-920224IE) for CP to make changes; change ERP: 11.5 kw (H&V); change class to C3 (per MM docket #91-276). Action June 18.

■ **Carthage, TX** KGAS-FM 104.3 mhz—Granted app. of Hanszen Broadcasting (BMPH-920212IA) for mod. of CP (BPH-901113MB) to make changes; change TL: approx. 1.7 km S of Rt. 79, 2.24 km SE of Rt. 79 and Rt 1970 intersection in Delray, TX. Action June 22.

■ **Friona, TX** KGRW(FM) 95.1 mhz—Forfeited and canceled app. of Lois B. Crain (BPH-880628MF) for new FM; ERP: 3 kw H&V, ant.: 87 m., 34 39 28 - 102 43 35; pet. for recon. filed 7-9-92. Call sign deleted. Action June 12.

■ **Lockhart, TX** KFIT(AM) 1060 khz—Granted app. of KFIT Inc. (BMP-900405AS) for MP (BP890522AF) to change city of license to Sunset Valley, TX. Action June 23.

■ **Rusk, TX** KWRW(FM) 97.7 mhz—Granted app. of E. H. Whitehead (BPH-920318IE) for CP to make changes; change ERP 14.50 kw H&V; class C3 (per MM docket #91-243). Action July 17.

■ **Coalville, UT** KCUA(FM) 92.5 mhz—Granted app. of Gene Guthrie (BMPH-910122IH) for mod. of CP (BPH-871005MH as mod.) for changes; ERP: .11 kw H&V, ant.: -323 m., TL: 9 Main Street, Coalville, pet. to deny dismissed 4-692. Action July 9.

■ **Derby Center, VT** WMOO(FM) 92.1 mhz—Granted app. of Steele Communications Company Inc. (BPH-920103IC) for CP to make changes: ERP: 2.24 km (H&V), change to class 3, make modifications to directional antenna (per docket #91-80). Action July 14.

■ **Tacoma, WA** KMTT-FM 103.7 mhz—Granted app. of Entertainment Communications Inc. (BPH-910626IC) for CP to make changes; change ERP: 57 kw (H&V); ant.: 714 m., TL: West Tiger Mountain, 6 km SE of Issaquah, King County, WA (employ directional antenna). Action July 8.

■ **Moundsville, WV** WRKP(FM) 96.5 mhz—Granted app. of RKP International Corp. (BPH-910926IG) for CP to make changes; change ERP: 1.45 kw (H&V). Action July 14.

■ **Prairie du Chien, WI** WPRE-FM 94.3 mhz—Dismissed app. of Prairie Broadcasting Co. (BMLH-891206KF) for mod. of license to increase ERP: 1.67 kw H&V (per docket #88-375). Action June 23.

■ **Racine, WI** WHKQ(FM) 92.1 mhz—Granted app. of Vision Broadcasting Inc. (BMLH-911011KG) for mod. of license to increase ERP: 6 kw (H&V) (per docket #88-375). Action July 1.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

Service	ON AIR	CP's[1]	TOTAL*
Commercial AM	4,971	183	5,154
Commercial FM	4,683	950	5,633
Educational FM	1,548	296	1,844
Total Radio	**11,212**	**1,429**	**12,641**
Commercial VHF TV	557	13	570
Commercial UHF TV	581	165	746
Educational VHF TV	123	5	128
Educational UHF TV	236	10	246
Total TV	**1,497**	**193**	**1,690**
VHF LPTV	463	138	601
UHF LPTV	804	829	1,633
Total LPTV	**1,277**	**967**	**2,244**
FM translators	1,901	383	2,284
VHF translators	2,509	72	2,581
UHF translators	2,394	373	2,767

CABLE

Total subscribers	55,786,390
Homes passed	92,040,450
Total systems	11,254
Household penetration†	60.6%
Pay cable penetration/basic	79%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million.
[1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link.
Source: Nielsen, NCTA and Broadcasting's own research.

Broadcasting In Brief

Republican California Governor Pete Wilson's office filed comments at the Justice Department last week urging it to oppose the lifting of the consent decrees that prohibit the big three networks from syndicating and acquiring a financial interest in programing. Last May, Justice filed a memorandum in the U.S. District Court in Los Angeles (where the issue will be settled) tentatively agreeing to modifications of the decrees. Also filing in support of retaining the consent decrees were the Coalition to Preserve the Financial Interest and Syndication Rule and the Association of Independent TV Stations.

Bidding on Malrite debt securities was said to have picked up last week in expectations that the company would announce the sale of at least one of its properties. Specifically, more than one source said Malrite Chairman Milton Maltz was in active negotiations to sell WOIO-TV Cleveland for an estimated $30 million to Sinclair Broadcast Group. Maltz told BROADCASTING, "There is no deal on the table, nothing has been signed" and added he has been talking with many station groups, both radio and television, in anticipation of changes in the station ownership limits. David Smith, president of Sinclair, said he neither confirms nor denies acquisition rumors "as a matter of practice." Fox affiliate WOIO-TV's license is up for renewal in October, and more than one group owner is said to have taken a close look at the station recently at the invitation of Malrite's investment banker, Shearson Lehman Brothers.

The FCC cleared the way last week for Cox Communications to acquire a controlling interest (50.1%) in Teleport-New York, the non-dominant common carrier on Staten Island, where Cox already owns a cable system. In approving the sale, the FCC rejected the U.S. Telephone Association's petition to reject the sale, saying it has "consistently interpreted its pre-existing rules and the cross-ownership prohibition to apply only to traditional local exchange common carriers within their local exchange telephone service areas.... The Commission has consistently limited the ban to traditional landline local exchange telephone companies with monopoly control of bottleneck facilities. Since Teleport has no such facilities in the franchise area of Staten Island Cable, the Commission concluded that it is not a common carrier for purposes of the statutory ban."

Worldwide media conglomerate Bertelsmann Music Group and Thursday Night Concerts have entered into a joint venture, Semaphore Entertainment Group, to produce pay TV events here and abroad. Newly named CEO Robert Meyrowitz said SEG plans to be involved in all types of pay-per-view events, beginning with *Connors vs. Navratilova: The Battle of the Champions* live from Caesars Palace Las Vegas on Sept. 25. Also on tap is an Oct. 9 pay-per-view special from Knoxville, Tenn., *Return of the No Hats*, featuring country stars Travis

NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending July 26. Numbers represent aggregate rating average/stations/% coverage)

1. Wheel Of Fortune	12.0/228/99
2. Oprah Winfrey Show	10.0/231/99
3. Star Trek	9.1/245/99
4. Entertainment Tonight	7.3/191/96
5. Married...With Children	7.2/178/93
6. Current Affair	6.8/190/95
7. Wheel Of Fortune-wknd	6.3/184/81
8. Cosby Show	6.1/201/97
9. Sally Jessy Raphael	5.4/215/96
10. Geraldo	5.1/171/97
10. Hard Copy	5.1/179/94
12. WKRP In Cincinnati	5.0/236/98
13. Love Connection	4.8/193/93
14. Donahue	4.7/229/99
15. Baywatch	4.6/149/87

OLYMPICS GIVE NBC AFFILS SWEEPS BOOST

The last 10 days of the Nielsen July sweeps (NSI, July 9-Aug. 5) were heavily skewed in favor of the NBC O&O stations, largely due to the nearly wall-to-wall Olympic coverage. Overnight metered sweeps averages for the full Monday-Sunday sign-on-to-sign-off rotations in the nation's top three markets follow.

New York—WNBC-TV, 6.2 rating/16 share (up 35% in rating from July 1991); WABC-TV, 5.8/16 (down 11%); WCBS-TV, 3.8/11 (down 17%); WNYW(TV), 3.8/10 (down 7%); WPIX-TV, 3.6/10 (up 6%), and WWOR-TV, 3.5/10 (down 5%). WNBC's prime time Olympic telecasts averaged a top-ranked 12.8/22, a 29% share boost over its second-place July 1991 average.

Los Angeles—KNBC-TV, 6.4/17 (up 31%); KABC-TV, 5.8/15 (up 21%); KCBS-TV, 4.0/10 (down 7%); KTTV(TV), 3.7/10 (up 16%); KCAL(TV), 3.3/9 (up 22%); KTLA(TV), 3.2/8 (up 7%); KCOP(TV), 2.8/7 (up 4%). KTLA's 7-9 a.m. independent news block marked its first anniversary with a second-ranked 3.1/13, improving its rating by 106% (up 86% in share).

Chicago—WLS-TV, 7.8/21 (down 6%); WMAQ-TV (NBC), 7.6/20 (up 38%); WBBM-TV, 4.9/13 (up 11%); WGN-TV, 4.3/11 (down 16%); WFLD(TV), 3.2/8 (down 9%); WPWR(TV), 2.4/6 (even); WGBO(TV), .9/2 (even). -30-